C7715-2-U

Motor Statistical Division

Telephone 313/961-9470

R·L·POLK & CO.

PUBLISHERS

Polk Building • 431 Howard Street • Detroit, Michigan 48231

MARCH 11, 1987

POLK'S CENSUS SHOWS NEW CAR REGISTRATIONS HIT 13-YEAR HIGH, CARS AND TRUCKS SET SCRAPPAGE VOLUME RECORDS

DETROIT -- New car registrations in the U.S. hit a 13-year high of 11.05 million in the year ended June 30, 1986. At the same time, the number of automobiles scrapped reached an all-time high of 8.44 million.

This information was documented in a report issued today by R. L. Polk & Co., automotive industry statistician. Polk's 62nd annual motor vehicle registrations report covered the period between July 1, 1985 and June 30 of last year, and includes the latest available figures.

The census showed passenger car population in the U.S. increased 2.3 percent, the lowest rate of growth in three years. The total population reached 117.26 million as compared to 114.66 million a year earlier.

Despite increases in new car registrations over the last five years and increased scrappage over the last four years, the median age of the nation's car population continues an upward trend.

Polk's census showed the median age at 7.0 years, up from 6.9 years a year ago and 6.5 years in 1983.

The trends are somewhat surprising according to R. D. Borthwick, Vice President and Manager of Aftermarket Services for Polk's Motor Statistical Division.

(more)

"The logical assumption would be that we would see a decline in the median age of the nation's cars, based on the number of new cars sold through buyer incentives and the record number of automobiles scrapped," said Borthwick.

"Surprisingly, what we're seeing is an increase. Those that remain are getting older," he said.

"The lower interest rates and controlled inflation have had a positive effect on overall new car sales, but there remains a segment of the public which still can't afford a new unit. They seem to be "hanging-on" to their cars, causing the increase in the median age of our total car population," Borthwick said.

Polk's census of U.S. truck registrations put the number of trucks scrapped at 2.31 million, the highest volume yet.

Despite the record scrappage volume, the number of trucks in operation increased 5.8 percent, the highest increase since 1978. The census showed 44.82 million trucks in use, up from 42.38 million a year earlier.

The census also showed that the median age for trucks continued to inch higher, reaching 7.7 years, up from 7.6 a year ago.

Increases in new unit registrations have more than offset the increase in truck scrappage, according to Borthwick.

"The new truck business has been excellent," Borthwick said. "New unit registrations for the year reached 4.74 million and one third of the vehicle-owning households in the U.S. now own at least one truck."

(more)

Borthwick said the increase in truck popularity comes partly from the public's acceptance of mini-trucks (vans, pick-ups and sport utility vehicles).

"The trends we're seeing probably can be traced to the downsizing of passenger cars begun in the late '70's," said Borthwick. Many traditional car buyers appear to be switching to trucks, presumably for the cargo space and versatility for outdoor recreation."

The Polk census, based on more than 225 million state records processed by the firm, provides valuable information for vehicle-related studies and planning. It is made available to vehicle manufacturers, automotive aftermarket suppliers, tire, oil, glass and insurance industries and government agencies and offices.

The company has compiled the census annually since preparing its first in 1924.

R. L. Polk & Co. employs about 5,000 persons in more than 50 office and production locations in North America and overseas.

The company publishes approximately 1,000 city directories annually, serves as statistician for the automotive industry, publishes international bank directories and is a major direct mail marketer.

* * *

For more information, contact: Robert D. Borthwick, R. L. Polk & Co., (313) 961-9470, ext. 762.

PASSENGER CAR SCRAPPAGE AND GROWTH IN THE U.S.

CARS IN USE		CARS IN USE		GROWTH OF CARS IN USE DURING PERIOD	NEW CARS REGISTERED 7/1 - 6/30	CARS SCRAPPED DURING PERIOD	GROWTH % OF CARS IN USE	SCRAPPAGE % OF NEW CARS REGISTERED DURING PERIOD	SCRAPPAGE % OF CARS IN USE ON JULY 1
JULY 1, 1946	25,142,628	JUNE 30, 1947	27,521,395	2,378,767	2,856,815	478,048	9.5	16.7	1.9
JULY 1, 1947	27,521,395	JUNE 30, 1948	29,967,719	2,446,324	3,301,841	855,517	8.9	25.9	3.1
JULY 1, 1948	29,967,719	JUNE 30, 1949	32,730,718	2,762,999	3,983,040	1,220,041	9.2	30.6	4.1
JULY 1, 1949	32,730,718	JUNE 30, 1950	35,923,583	3,192,865	5,506,678	2,313,813	9.8	42.0	7.1
JULY 1, 1950	35,923,583	JUNE 30, 1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
JULY 1, 1951	38,515,538	JUNE 30, 1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
JULY 1, 1952	39,769,741	JUNE 30, 1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
JULY 1, 1953	42,202,349	JUNE 30, 1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
JULY 1, 1954	44,387,113	JUNE 30, 1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
JULY 1, 1955	47,377,970	JUNE 30, 1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
JULY 1, 1956	49,803,977	JUNE 30, 1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
JULY 1, 1957	51,432,460	JUNE 30, 1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
JULY 1, 1958	52,492,509	JUNE 30, 1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
JULY 1, 1959	55,086,761	JUNE 30, 1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
JULY 1, 1960	57,102,676	JUNE 30, 1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
JULY 1, 1961	58,854,380	JUNE 30, 1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
JULY 1, 1962	60,919,579	JUNE 30, 1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
JULY 1, 1963	63,493,277	JUNE 30, 1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
JULY 1, 1964	66,051,415	JUNE 30, 1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
JULY 1, 1965	68,939,770	JUNE 30, 1966	71,263,738	3,023,968	9,197,480	6,173,512	4.4	67.1	9.0
JULY 1, 1966	71,263,738	JUNE 30, 1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
JULY 1, 1967	72,967,686	JUNE 30, 1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
JULY 1, 1968	75,358,034	JUNE 30, 1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
JULY 1, 1969	78,494,938	JUNE 30, 1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
JULY 1, 1970	80,448,463	JUNE 30, 1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
JULY 1, 1971	83,137,324	JUNE 30, 1972	86,438,957	3,120,633	10,178,662	7,058,029	3.8	69.3	8.5
JULY 1, 1972	86,438,957	JUNE 30, 1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
JULY 1, 1973	89,805,159	JUNE 30, 1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
JULY 1, 1974	92,607,551	JUNE 30, 1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
JULY 1, 1975	95,240,602	JUNE 30, 1976	97,818,221	2,577,619	9,406,522	6,828,903	2.7	72.6	7.2
JULY 1, 1976	97,818,221	JUNE 30, 1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
JULY 1, 1977	99,903,594	JUNE 30, 1978	102,856,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
JULY 1, 1978	102,956,713	JUNE 30, 1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
JULY 1, 1979	103,365,589 *	JUNE 30, 1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1
JULY 1, 1980	104,563,781	JUNE 30, 1981	105,838,582	1,274,801	8,817,281	7,542,480	1.2	85.5	7.2
JULY 1, 1981	105,838,582	JUNE 30, 1982	106,867,108	1,028,526	7,949,799	6,921,273	1.0	87.1	6.5
JULY 1, 1982	106,867,108	JUNE 30, 1983	108,961,215	2,094,107	8,336,651	6,242,544	2.0	74.9	5.8
JULY 1, 1983	108,961,215	JUNE 30, 1984	112,018,640	3,057,425	9,732,363	6,674,928	2.8	68.6	6.1
JULY 1, 1984	112,018,640	JUNE 30, 1985	114,662,333	2,643,693	10,372,287	7,728,594	2.4	74.5	6.9
JULY 1, 1985	114,662,333	JUNE 30, 1986	117,268,071	2,605,738	11,048,203	8,442,465	2.3	76.4	7.4

NOTE: ADJUSTMENTS FOR THE ABSENCE OF OKLAHOMA AND OTHER STATES HAVE BEEN MADE WHERE APPLICABLE.

* THE CAR IN USE TOTAL AS OF JULY 1, 1979 HAS BEEN ADJUSTED (REDUCED) TO REFLECT THE TRANSFER OF 1,310,918 WINDOW VANS FROM THE PASSENGER CAR TOTAL TO THE TRUCK TOTAL. (BY INDUSTRY STANDARDS, WINDOW VANS WERE RECLASSIFIED - EFFECTIVE 1980.)

R. L. POLK & CO.
MOTOR STATISTICAL DIVISION

TRUCK SCRAPPAGE AND GROWTH IN THE U.S.

TRUCKS IN USE		TRUCKS IN USE		GROWTH OF TRUCKS IN USE DURING PERIOD	NEW TRUCKS REGISTERED 7/1 - 6/30	TRUCKS SCRAPPED DURING PERIOD	GROWTH % OF TRUCK IN USE	SCRAPPAGE % OF NEW TRUCKS REGISTERED DURING PERIOD	SCRAPPAGE % OF TRUCKS IN USE ON JULY 1
JULY 1, 1946	5,068,792	JUNE 30, 1947	5,932,381	863,589	827,261	(36,328)	17.0	4.4	.7
JULY 1, 1947	5,932,381	JUNE 30, 1948	6,605,290	672,909	980,569	307,660	11.3	31.4	5.2
JULY 1, 1948	6,605,290	JUNE 30, 1949	7,087,128	481,838	966,083	484,245	7.3	50.1	7.3
JULY 1, 1949	7,087,128	JUNE 30, 1950	7,577,037	489,909	1,006,963	517,054	6.9	51.3	7.3
JULY 1, 1950	7,577,037	JUNE 30, 1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
JULY 1, 1951	8,064,883	JUNE 30, 1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
JULY 1, 1952	8,419,855	JUNE 30, 1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
JULY 1, 1953	8,692,574	JUNE 30, 1954	8,800,408	107,834	888,347	780,513	1.2	87.9	9.0
JULY 1, 1954	8,800,408	JUNE 30, 1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
JULY 1, 1955	9,162,444	JUNE 30, 1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
JULY 1, 1956	9,544,082	JUNE 30, 1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
JULY 1, 1957	9,775,950	JUNE 30, 1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
JULY 1, 1958	10,056,567	JUNE 30, 1959	10,532,145	457,578	847,663	372,085	4.7	43.9	3.7
JULY 1, 1959	10,532,145	JUNE 30, 1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
JULY 1, 1960	10,802,959	JUNE 30, 1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
JULY 1, 1961	11,042,770	JUNE 30, 1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
JULY 1, 1962	11,463,381	JUNE 30, 1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
JULY 1, 1963	11,902,039	JUNE 30, 1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
JULY 1, 1964	12,444,964	JUNE 30, 1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
JULY 1, 1965	13,126,579	JUNE 30, 1966	14,356,591	530,012	1,603,605	1,073,593	4.0	66.9	8.2
JULY 1, 1966	14,356,591	JUNE 30, 1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
JULY 1, 1967	14,988,491	JUNE 30, 1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
JULY 1, 1968	15,684,917	JUNE 30, 1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
JULY 1, 1969	16,586,368	JUNE 30, 1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
JULY 1, 1970	17,687,505	JUNE 30, 1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
JULY 1, 1971	18,462,287	JUNE 30, 1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
JULY 1, 1972	19,772,938	JUNE 30, 1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
JULY 1, 1973	21,411,931	JUNE 30, 1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
JULY 1, 1974	23,312,245	JUNE 30, 1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
JULY 1, 1975	24,812,843	JUNE 30, 1976	26,560,296	1,747,453	2,844,910	1,097,457	7.0	38.6	4.4
JULY 1, 1976	26,560,296	JUNE 30, 1977	28,221,661	1,661,365	3,329,018	1,667,653	6.3	50.1	6.3
JULY 1, 1977	28,221,661	JUNE 30, 1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
JULY 1, 1978	30,564,701	JUNE 30, 1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
JULY 1, 1979	33,893,909 *	JUNE 30, 1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1
JULY 1, 1980	35,267,535	JUNE 30, 1981	36,069,197	801,662	2,320,208	1,518,546	2.3	65.4	4.3
JULY 1, 1981	36,069,197	JUNE 30, 1982	36,986,537	917,340	2,376,135	1,458,795	2.5	61.4	4.0
JULY 1, 1982	36,986,537	JUNE 30, 1983	38,143,304	1,156,767	2,647,738	1,490,971	3.1	56.3	4.0
JULY 1, 1983	38,143,304	JUNE 30, 1984	40,142,872	1,999,568	3,601,457	1,601,889	5.2	44.5	4.2
JULY 1, 1984	40,142,872	JUNE 30, 1985	42,386,882	2,244,010	4,344,130	2,100,120	5.6	48.3	5.2
JULY 1, 1985	42,386,882	JUNE 30, 1986	44,825,523	2,438,641	4,747,731	2,311,090	5.8	48.7	5.5

NOTE: ADJUSTMENTS FOR THE ABSENCE OF OKLAHOMA AND OTHER STATES HAVE BEEN MADE WHERE APPLICABLE.

* THE TRUCKS IN USE TOTAL AS OF JULY 1, 1979 HAS BEEN ADJUSTED (INCREASED) TO REFLECT THE TRANSFER OF 1,310,918 WINDOW VANS FROM THE PASSENGER CAR TOTAL TO THE TRUCK TOTAL. (BY INDUSTRY STANDARDS, WINDOW VANS WERE RECLASSIFIED - EFFECTIVE 1980.)

R. L. POLK & CO.
MOTOR STATISTICAL DIVISION

TOTAL PASSENGER CAR & TRUCK SCRAPPAGE AND GROWTH IN THE U.S.

VEHICLES IN USE		VEHICLES IN USE		GROWTH OF VEHICLES IN USE DURING PERIOD	NEW VEHICLES REGISTERED 7/1 - 6/30	VEHICLES SCRAPPED DURING PERIOD	GROWTH % OF VEHICLES IN USE	SCRAPPAGE % OF NEW VEHICLES REGISTERED DURING PERIOD	SCRAPPAGE % OF VEHICLES IN USE ON JULY 1
JULY 1, 1946	30,211,420	JUNE 30, 1947	33,453,776	3,242,356	3,684,076	441,720	10.7	12.0	1.5
JULY 1, 1947	33,453,776	JUNE 30, 1948	36,573,009	3,119,233	4,282,410	1,163,177	9.3	27.2	3.5
JULY 1, 1948	36,573,009	JUNE 30, 1949	39,817,846	3,244,837	4,949,123	1,704,286	8.9	34.4	4.7
JULY 1, 1949	39,817,846	JUNE 30, 1950	43,500,620	3,682,774	6,513,641	2,830,867	9.2	43.5	7.1
JULY 1, 1950	43,500,620	JUNE 30, 1951	46,580,421	3,079,801	7,453,226	4,373,425	7.1	58.7	10.1
JULY 1, 1951	46,580,421	JUNE 30, 1952	48,189,596	1,609,175	5,278,999	3,669,824	3.5	69.5	7.9
JULY 1, 1952	48,189,596	JUNE 30, 1953	50,894,923	2,705,327	5,787,195	3,081,868	5.6	53.3	6.4
JULY 1, 1953	50,894,923	JUNE 30, 1954	53,187,521	2,292,598	6,564,111	4,271,513	4.5	65.1	8.4
JULY 1, 1954	53,187,521	JUNE 30, 1955	56,540,414	3,352,893	7,067,988	3,715,095	6.3	52.6	7.0
JULY 1, 1955	56,540,414	JUNE 30, 1956	59,348,059	2,807,645	7,716,661	4,909,016	5.0	63.6	8.7
JULY 1, 1956	59,348,059	JUNE 30, 1957	61,208,410	1,860,351	6,799,807	4,939,456	3.1	72.6	8.3
JULY 1, 1957	61,208,410	JUNE 30, 1958	62,549,076	1,340,666	6,064,518	4,723,852	2.2	77.9	7.7
JULY 1, 1958	62,549,076	JUNE 30, 1959	65,618,906	3,069,830	6,423,556	3,353,726	4.9	52.2	5.4
JULY 1, 1959	65,618,906	JUNE 30, 1960	67,905,635	2,286,729	7,326,016	5,039,287	3.5	68.8	7.7
JULY 1, 1960	67,905,635	JUNE 30, 1961	69,897,150	1,991,515	6,932,424	4,940,909	2.9	71.3	7.3
JULY 1, 1961	69,897,150	JUNE 30, 1962	72,382,960	2,485,810	7,422,487	4,936,677	3.6	66.5	7.1
JULY 1, 1962	72,382,960	JUNE 30, 1963	75,395,316	3,012,356	8,473,412	5,461,056	4.2	64.4	7.5
JULY 1, 1963	75,395,316	JUNE 30, 1964	78,496,379	3,101,063	9,200,219	6,099,156	4.1	66.3	8.1
JULY 1, 1964	78,496,379	JUNE 30, 1965	82,066,349	3,569,970	10,010,318	6,440,348	4.5	64.3	8.2
JULY 1, 1965	82,066,349	JUNE 30, 1966	85,620,329	3,553,980	10,801,085	7,247,105	4.3	67.1	8.8
JULY 1, 1966	85,620,329	JUNE 30, 1967	87,956,177	2,335,848	10,266,711	7,930,863	2.7	77.2	9.3
JULY 1, 1967	87,956,177	JUNE 30, 1968	91,042,951	3,086,774	10,147,333	7,060,559	3.5	69.6	8.0
JULY 1, 1968	91,042,951	JUNE 30, 1969	95,081,306	4,038,355	11,352,846	7,314,491	4.4	64.4	8.0
JULY 1, 1969	95,081,306	JUNE 30, 1970	98,135,968	3,054,662	11,352,819	8,298,157	3.2	73.1	8.7
JULY 1, 1970	98,135,968	JUNE 30, 1971	101,599,611	3,463,643	10,528,561	7,064,918	3.5	67.1	7.2
JULY 1, 1971	101,599,611	JUNE 30, 1972	106,211,895	4,431,284	12,537,344	8,106,060	4.4	64.7	8.0
JULY 1, 1972	106,211,895	JUNE 30, 1973	111,217,090	5,055,195	14,200,115	9,194,920	4.7	64.8	8.7
JULY 1, 1973	111,217,090	JUNE 30, 1974	115,919,796	4,702,706	12,943,592	8,240,886	4.2	63.7	7.4
JULY 1, 1974	115,919,796	JUNE 30, 1975	120,053,445	4,133,649	10,710,056	6,576,407	3.6	61.4	5.7
JULY 1, 1975	120,053,445	JUNE 30, 1976	124,378,517	4,325,072	12,251,432	7,926,360	3.6	64.7	6.6
JULY 1, 1976	124,378,517	JUNE 30, 1977	128,125,255	3,746,738	13,648,316	9,901,578	3.0	72.5	8.0
JULY 1, 1977	128,125,255	JUNE 30, 1978	133,521,414	5,396,159	14,729,528	9,333,369	4.2	63.4	7.3
JULY 1, 1978	133,521,414	JUNE 30, 1979	137,259,498	3,738,084	14,966,500	11,228,416	2.8	75.0	8.4
JULY 1, 1979	137,259,498	JUNE 30, 1980	139,831,316	2,571,818	12,708,481	10,136,663	1.9	79.8	7.4
JULY 1, 1980	139,831,316	JUNE 30, 1981	141,907,779	2,076,463	11,137,489	9,061,026	1.5	81.4	6.5
JULY 1, 1981	141,907,779	JUNE 30, 1982	143,853,645	1,945,866	10,325,934	8,380,068	1.4	81.2	5.9
JULY 1, 1982	143,853,645	JUNE 30, 1983	147,104,519	3,250,874	10,984,389	7,733,515	2.3	70.4	5.4
JULY 1, 1983	147,104,519	JUNE 30, 1984	152,161,512	5,056,993	13,333,810	8,276,817	3.4	62.1	5.6
JULY 1, 1984	152,161,512	JUNE 30, 1985	157,049,215	4,887,703	14,716,417	9,828,714	3.2	66.8	6.5
JULY 1, 1985	157,049,215	JUNE 30, 1986	162,093,594	5,044,379	15,797,934	10,753,555	3.2	68.1	6.8

NOTE: ADJUSTMENTS FOR THE ABSENCE OF OKLAHOMA AND OTHER STATES HAVE BEEN MADE WHERE APPLICABLE.

R. L. POLK & CO.
MOTOR STATISTICAL DIVISION